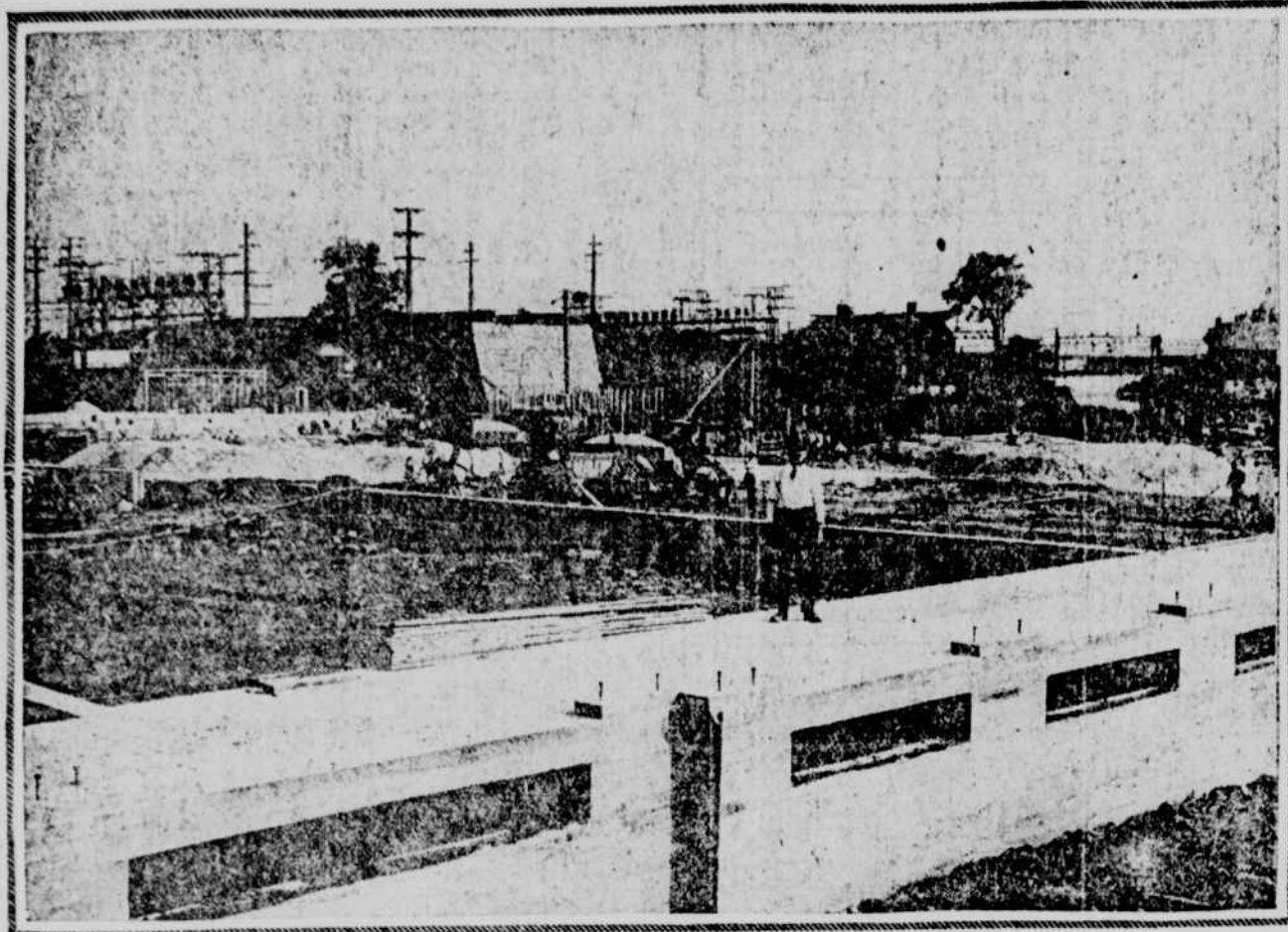


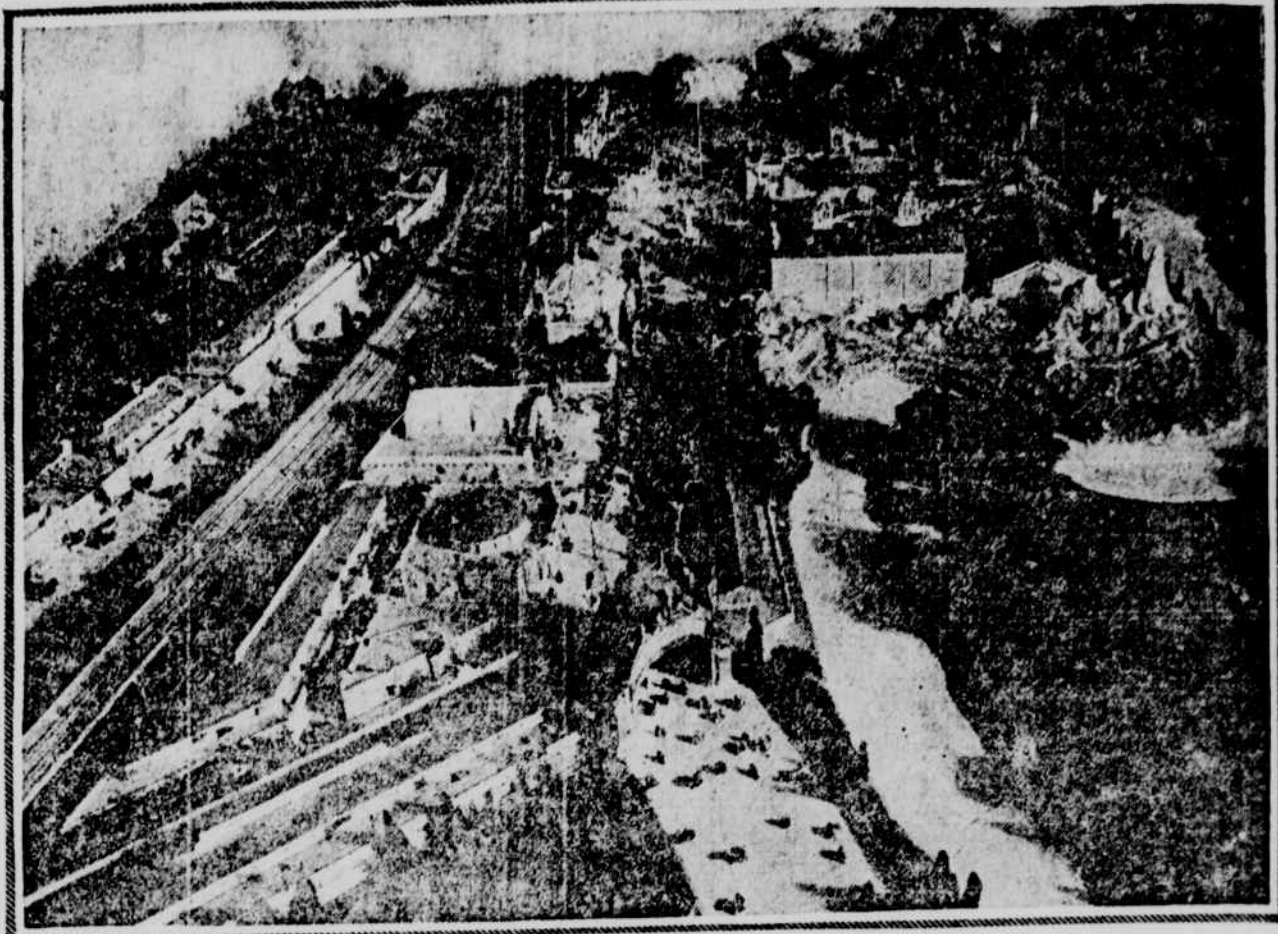
# The Bronx Building International Exposition, to Open May, 1918



Showing the beginning of construction work on the site of the Bronx Exposition.



Figure that will adorn the fountain.



Panoramic view of exposition grounds as they will look after completion.

## Stupendous Show Place to Cost \$5,000,000; Marks 300th Year

Local Business Men, Headed by H. F. McGarvie, Say Financing and Execution of Plans Guarantee Success of Great Commercial Undertaking

The Bronx International Exposition of Arts, Sciences and Industries will open its gates near the 177th Street subway station, on May 30 of next year, after a postponement of twelve months.

The managers say the exposition will be larger and better because of the delay. Additional buildings are being erected for manufacturers who would not have been able to use facilities this year, but who have made reservation for next year. Amusement devices that could not have been in shape for an opening last May, will be in operation next year.

The entire first season of the exposition will commemorate the 300th anniversary of the settlement of the Bronx.

When the exposition management announced the opening for last May, Bronx people expressed lively appreciation for the coming of the great show. The postponement resulted in a deep feeling of regret, and because of the size of the undertaking, the people at first jumped to the conclusion it had been given up as being "too much of a good thing."

But the undertaking is by no means an unwieldy one, according to H. F. McGarvie, president of the exposition, even though it is a gigantic one.

"The exposition will be complete in every announced detail," said Mr. McGarvie, "the plans have been made by men who for years have assisted in conducting expositions. The financing has been amply taken care of and the execution of the plans is in the hands of experts."

**Will Cost \$5,000,000 to Complete Work**  
Large numbers of Bronx people look upon the selection of their locality for a twenty-year, \$5,000,000 international exposition, as an achievement gained as the result of the possession of civic advantages that have already brought distinction to the borough.

Residents whose public spirit causes them to study all things which may bring fame to The Bronx, are proud of the fact that the exposition did not come as the result of an invitation, but because The Bronx is the ideal place. "The Bronx amounts to something," the merchants are saying, "when a great institution like the exposition chooses it because no other place would be suitable."

"The exposition could have selected Harlem, Brooklyn or Staten Island," the business men say, "but none could offer the advantages of The Bronx. When a city enters a new era, then the city places itself on trial. The exposition people did not need solicitation to see that The Bronx is the best all-round place."

Brass business men and manufacturers have been figuring since early this year how they can benefit by the exposition. They expect the show will attract thousands of people, who will bring thousands of dollars to spend.

### Easily Reached From Anywhere

Chief among the desirable points of the exposition locality is its accessibility. In no other section of New York City could be found one place which has two railroads, the subway, elevated connections on several lines, and sufficient avenues for automobile traffic, all tapping a territory occupied by millions of people. Communicating with those direct traffic facilities are transportation lines tapping the most thickly populated sections of the country.

The natural advantages of The Bronx and the opportunities for improvement as shown up by the spotlight of the exposition have been the reason for a lot of hard silent work on the part of the Bronx Board of Trade.

For three years, since the reorganization of the Board of Trade, that institution has been laboring to make The Bronx attractive for just such affairs as the exposition. Whereby the managers of the exposition sought the assistance of the Board of Trade the executive committee quickly passed a resolution giving support to the project.

The coming of the exposition is awakening the people to what the Board of Trade has done. The board has prepared a history of its work, to be used as a partial outline of Bronx

conditions at the end of the 300 years since the settlement of The Bronx, marked by the passage of this year.

The record which covers the last three years, culminating in the coming of the exposition, follows:

"Secured improvements in subway and elevated railroad station facilities at 149th Street and Third Avenue, the 'Hub' of The Bronx.

"Secured entrances and exits in the Hunt's Point and Pelham Bay Park extension of the new Lexington Avenue subway, at Alexander Avenue and 138th Street as well as at Third Avenue and 138th Street.

"Secured third tracking of the Second and Third Avenue elevated railroad lines.

"Campaigning for the appointment of deputy commissioners of the City of New York to look after the interests of The Bronx.

"Secured an allotment of the New York State Barge Canal terminals, with the result that a \$500,000 terminal being built at 138th Street and the Harlem River, as the first of a series to be located on local waterways.

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conducting a membership plan this week.

"The realization has come," said Mr. Rosenquest, "that much greater benefits can be obtained for the borough by a larger membership in the board. We want all Bronx men who believe in the great future of The Bronx, who want to aid in efforts to get for The Bronx all these things that mean progress, to join the Bronx Board of Trade."

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## Exhibit Buildings Will Be In Spanish Colonial Style

The Spanish colonial type of architecture has been chosen for the exposition. The buildings will be highly ornamented, and will have a color scheme of red, blue and orange.

Kenneth M. Murchison, who has built hundreds of exposition buildings, has given his entire services as architect to The Bronx Exposition. Captain A. M. Baber is director general and E. W. McConnell is director of works. The officers, with a large staff of assistants, have been working out the plans for more than fifteen months.

The construction work is in charge of John J. and Philip Dunnivant, who came to this city after wrecking the buildings used in the Panama-Pacific Exposition. In connection with the artistic phases

residences. Also, wherever an exposition locates, a large number of private enterprises, amusement and otherwise, always congregate to make use of the crowds attracted by the main show.

"The end of the demand for space in the Bronx is not in sight. The bureau has on file demands for nearly 300,000 square feet of space. Few of those demands can be satisfied at the present time, because all the available space in suitable buildings is occupied.

"With the loosening up of the building material market, and when the cost of labor decreases, The Bronx is bound to see the speedy erection of many modern industrial buildings."

The Bronx Board of Trade has brought

## 72 Buildings Being Erected to House Industrial Arts and Amusements

Machinery and Merchandise Will Occupy 27 Halls--- Pavilions for Bands, Restaurants and Swimming Pool Provided---Scheme Started in January, 1916

An army of workmen at 177th Street and the Bronx River is laying the foundations of seventy-two structures of the Bronx International Exposition.

When the first visitor steps through the gigantic entrance near the 177th Street subway station, on May 30 next year, he will see a collection of buildings and amusement features equal in size and beauty to any similar section of the Panama-Pacific Exposition.

Twenty-seven of the buildings will be great halls for the exhibition of machinery, art work and merchandise. The rest of the structures will be for concessions, for bands and for entertainment devices. Several of the buildings will be 400 feet long by 200 feet wide. There will be a concrete swimming pool 350 feet long by 200 feet wide.

The winners, who will be commissioned to execute the finished statues, were A. De Rooy and A. Goodelman. Honorable mention was given to work by L. Bayman and Cesar Stea.

The awards were made by the following judges: Lloyd Warren, Jo Davidson, Herman MacNeil, George W. Brock, A. Sterling Calder, F. Hunt Bosworth, Solen Borglum, E. Towles Chamberlain, Edward MacCartan, John Gregory, John Flanagan, B. Tuttle, W. H. Ellerhusen and Mr. Murchison.

One section of the grounds, which is a narrow strip of land between the New York, New Haven & Hartford Railroad and the Westchester line, will contain a line of buildings accommodated for exhibitions of arts, sciences and industries.

The other section, which is a wider strip lying between the Westchester and the Bronx River, will be covered with structures containing amusement features. The main entrance to the exposition approaches this section. An automobile entrance gives immediate access to the other part, where there will be a large space for parking automobiles.

The physical evidences of the exposition are already interesting to the visitor. The ground has been ripped up and cut into long, deep trenches to hold miles of sewers, water pipes and electric conduits. Little hills have

been carted away to fill little valleys. Rough ground has been smoothed, rocks have been removed and grass and underbrush have been cut away.

The exposition streets have been laid out and the places where the various buildings will be erected have been marked with stakes, except where the foundations have already been laid.

Work on the grounds was started last May, and has proceeded swiftly, according to H. F. McGarvie, president of the exposition, considering that labor and materials are scarce, and because so much had to be done under ground before any structures could be placed.

The plan of the Bronx International Exposition was started in January, 1916, by a group of expert exposition managers, who saw an opportunity for a permanent exposition in the largest city in the country. When the entrance of this country into the war caused a postponement the managers renewed their energies to build the show on a large scale.

Ground was broken May 1 of this year, and work will continue without cessation until the opening date, according to President McGarvie.

The regular season of the exposition will be between May 15 and November 1, according to present plans. The opening date next year is set for May 30, so that an exposition observance of the fiftieth anniversary of the celebration of Memorial Day may be planned.

The exposition will remain open later in the fall than other pleasure parks. In addition, there is a possibility that the exposition may be open all the year. According to the management, if there is a demand, the pleasure park section will be fitted up for winter sports. Those would include hockey, skating and tobogganing.

Both entrances to the exposition open south in 177th Street and face a small open space, outside the grounds, on the north. At the right of the main entrance, inside the grounds, on the west side of a central esplanade, will be the first exhibit building, called the "Palace of Pan-American States."

Beside that building will be an amusement structure. Next in line will be a long "roller-coaster."

**Will Show First Holland Submarine**  
At the left of the main entrance, or on the northern boundary of the park, extending as far east as the tracks of the New York, Westchester & Boston Railroad, will be the Palace of American Achievement and Fine Arts. The central display in this building will be the old Holland submarine, which is already on the grounds.

The Administration Building will be directly in front of the Palace of American Achievement and will face on the esplanade. In the rear will be the Palace of Manufactures and Varied Industries. Adjoining the Administration Building will be one of the largest merry-go-rounds in the world.

Next door will be three concession buildings in a group, two of them facing on the esplanade. At the southerly end of the esplanade, which will run north and south for more than 500 feet, will be the Court of Honor. This will be an open space, oval in formation, 370 by 250 feet. In the center will be a bandstand, surmounted by a statue.

Facing the Court of Honor, on the east, will be a great convention hall. Next will be a combined restaurant and club. The club building is already on the property, in the form of an old stone house dating back to Colonial times.

A large space at the west of the Court of Honor, and bounded on the west by the Bronx River, will contain amusement structures. A project is under way to move the U. S. S. Recruit, now at Union Square, to that spot, and place one side of the land battleship over the Bronx River.

On the southern side of the Court of Honor will be the swimming pool. The pool will have a wide sand beach

and an imitation on a small scale of Niagara Falls. The dressing rooms will be on the east end of the pool, and the main restaurant will be on the west side.

The automobile entrance to the group of who pass under the embankment bearing the tracks of the New York, Westchester & Boston Railroad, and will lead into a long parking space paralleling the railroad tracks.

Between the New York, Westchester & Boston Railroad and the New York, New Haven & Hartford Railroad, and backed up to the New Haven tracks, will be seven exhibition buildings, running in a line from north to south. These buildings will include the following: Agricultural Hall, Horticultural Hall, a model farm, a machinery hall, a hall for oil and fuel exhibits, an automobile building, and an aquarium, according to present plans.

The West Park station of the New York, New Haven & Hartford Railroad is east of the Court of Honor. Between the station and the court will be a street, running under the Westchester Railroad.

**Swimming Pool Ready When Exhibit Opens**  
The swimming pool, with walls resembling emplacements for flags, cannon, has been completed, and is waiting only for May 30, when the water will be turned in. Two pavilions, one for dressing rooms and another for a great restaurant at opposite ends of the pool, are nearing completion. Five water filters have already been installed. A water reservoir almost equal in capacity to the swimming pool is nearly finished.

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